

4 May 1973

Ms. Lani Lattin  
Executive Secretary  
Federal Council on the Arts  
and the Humanities  
806 15th Street, N.W.  
Washington, D. C. 20506

Dear Ms. Lattin:

What the 1973 Design Assembly did well, I thought, was to establish the concept that good design is important to top administrators, not just to aesthetes, because it can save money and because it can improve working environment, employee performance and departmental morale. What the 1973 Assembly did less well was to explain how a government official can actually get good design accomplished within the Federal Government system.

The how-to-get-it-done question in the case of a corporation such as Mobil Oil was answered clearly. Its management hires top designers and if management agrees with their recommendations management is able to insist that they are implemented within the corporate structure, down to such details as the appearance of each gas pump at individual service stations. As the Chairman of the Board of Mobil Oil pointed out there is a direct relationship between executive decision and discernible effect, especially in matters of procurement.

The impact of executive decision in matters of design, procurement and maintenance is not so direct within the Federal Government's departments and agencies. What I suggest for the second design assembly, therefore, is more discussion of the ways of accomplishing good design within the Federal Government structure. Moreover I suggest that GSA be asked to take the central responsibility for leading such discussions at the assembly.

The foregoing comments are my own. I hope they will be helpful. However for reasons of security control I hope you will exclude them from the follow-up publication you noted in your 18 April letter.

cc: DD/M&S

STATINTL

MEMORANDUM FOR 2002/02/19 : CIA-RDP87-01130R000200080012-8  
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Per our discussion, Mr. Brownman would  
like [REDACTED] to respond on behalf of  
the Agency. Please call if there are  
any questions.

[REDACTED]

4/24

(DATE)

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April 18, 1973

TO: FIRST FEDERAL DESIGN ASSEMBLY PARTICIPANTS

FROM: LANI LATTIN *Lani Lattin*  
Executive Secretary  
Federal Council on the Arts and the Humanities

RE: DESIGN ASSEMBLY EVALUATIONS

The First Federal Design Assembly Co-Chairmen, Ivan Chermayeff and Richard Saul Wurman, invited you (see attached March 23 Memorandum) to submit your reactions and evaluations of the Assembly to the Federal Council on the Arts and the Humanities.

A follow-up publication to the Assembly is planned, containing selected portions of the evaluations, along with other relevant materials. In providing me with your comments, please indicate whether they may be reprinted in this publication. If you prefer not to have them reprinted, you may be assured they will be held in confidence.

As planning for the Second Federal Design Assembly gets underway, I am very interested in having your thoughts concerning all aspects of the Assembly---its program content and the impact of the speakers, "The Design Necessity" Casebook, exhibit and film---as well as your personal recommendations for next year's Assembly. Your comments will be invaluable in giving direction to the "design" of the Second Assembly for Federal administrators and designers.

I would appreciate receiving your evaluations at your earliest convenience.

Enclosure

MAR 25 1973

Spring 1973, Washington,

Memorandum

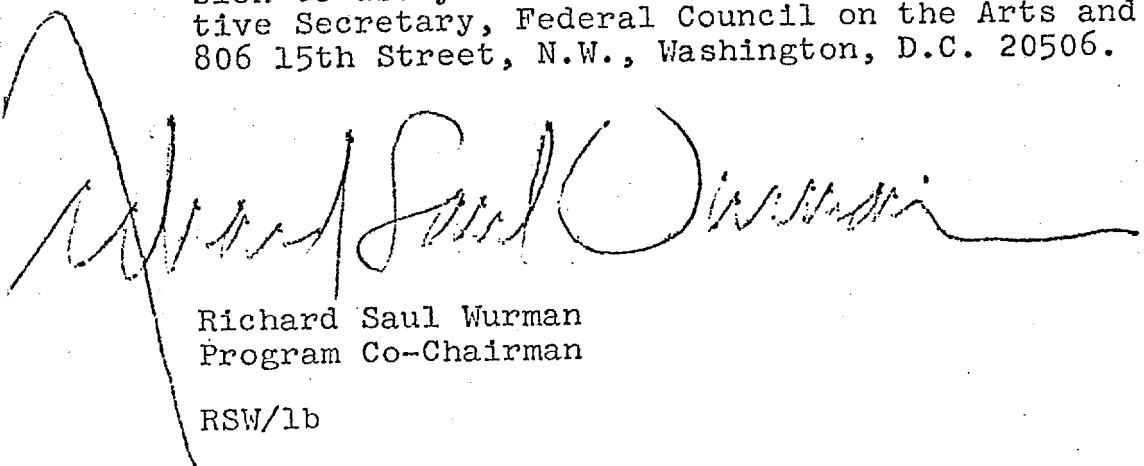
From: Ivan Chermayeff  
Richard Saul Wurman  
Program Co-Chairmen

Date: 23 March 1973

Re: First Federal Design Assembly

We not only look forward to your attending the First Federal Design Assembly, but we further hope that we can make use of your reactions and responses to the Assembly and its supplemental publication and exhibit entitled "The Design Necessity," and the film "What do You Mean by Design." It is hoped that many of you will be reporting on the event and its products and potential and that you will write us a letter or memorandum concerning your thoughts.

We would like to ask you in advance whether we can make use of selected parts of your writings in a booklet of responses which we plan to produce immediately following the April Assembly. Not only are we interested in your positive and negative comments, but we have particular interest in any constructive ideas which would suggest future directions that might be taken related to this initiation of design concern on the part of the Federal government and of the Federal Council. We would appreciate your responding with your comments and/or permission to use your articles directly to Ms. Lani Lattin, Executive Secretary, Federal Council on the Arts and the Humanities, 806 15th Street, N.W., Washington, D.C. 20506.



Richard Saul Wurman  
Program Co-Chairman

RSW/lb

INTERNAL USE ONLY

21 March 1973

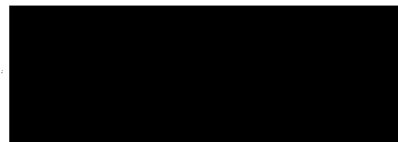
MEMORANDUM FOR: DD/S

SUBJECT: First Federal Design Assembly

1. The Assembly session on 2 April at the Interdepartmental Auditorium, Constitution Avenue between 12th and 14th, begins at 8:30 p.m. with a keynote speech by Rawleigh Warner, Chairman of the Board, Mobil Oil. This will be followed by two short films and two more speeches: one from Nancy Hanks and one from Dillon Ripley. All this will last about one hour. It will be followed by a reception (champagne, no dinner) and the previewing of some sort of design exhibit. About 1,000 delegates are expected.

2. The 3 April session begins at 10:00 a.m. and runs to 4:00 p.m. in the State Department's International Conference Room. It's limited to 450 people. I've given them Jack Blake's name as the alternate for you on that second day.

3. I've side- and under-lined several passages in the attached brochure which give at least a hint of what it's all about.



Acting Chairman  
Fine Arts Commission

STATINTL

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1153

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

Management Principles Advocated by the First Federal Design Assembly

FROM: [Redacted] EXTENSION: [Redacted] NO. [Redacted]  
Acting Chairman  
Fine Arts Commission, 2-D-40  
DATE: 9 April 1973 STATOTHR

TO: (Officer designation, room number, and building) DATE RECEIVED FORWARDED OFFICER'S INITIALS COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1. Executive Secretary, CIA Management Committee 4/10 A/10 [Signature]

2. D/PPB 4/11 [Signature]

3.

4. Ex Sec CIA Mgmt C 4/24 [Signature]

5. [Redacted] (2840)

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FYI

OPTIONAL FORM NO. 10

5010-106

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UNITED STATES GOVERNMENT

## Memorandum

TO : W.E. Colby  
Executive Secretary,  
CIA Management Committee

DATE: 9 April 1973

FROM : [REDACTED]  
Acting Chairman, FAC

SUBJECT: Management Principles Advocated by the First Federal  
Design Assembly

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Harold Brownman, [REDACTED] and I attended the First Federal Design Assembly on 2 and 3 April, sponsored by the Federal Council on the Arts and Humanities (Nancy Hanks & Co.). The topics covered in the 1 1/2 day sessions were architecture, interiors and industrial design, visual communication and landscaped environment, all from the point of view of the federal bureaucrat and what he can do about improving them.

Emphasis was on the proposition that reforms can be made only if top management sets the tone. All Assembly sessions were designed to illustrate how this proposition had been applied in Mobil Oil, GBS and AT&T, and how it could be applied in the federal bureaucracy.

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The principles enunciated for the Assembly, with an eye to Management, were these:

a. Major attributes of good design are simplification and clarity. When applied to graphics, architecture, interior design and landscaping, these qualities save money.

b. The morale factor of good design is to improve the working environment: give it style, and enable employees to identify with it proudly, or at least with satisfaction. Negatively stated, the objective is to eliminate the big "they" in bureaucracy. The result is improved employee performance.

c. Developing style is an autocratic process. It requires that someone in authority insist that principles of good design are applied throughout the bureaucracy in all matters affecting employee environment, down even to details such as the lettering on signs and forms.

STATINTL



cc: DD/M&S